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France

Post: Paris

French Buyer Reports 180 000 USD Sales Resulting from Buyers Mission to Natural Food Expo

Report Categories:

Export Accomplishments - Other

Approved By:

David G. Salmon

Prepared By:

Laurent J. Journo

Report Highlights:

FAS Paris nominated one French buyer to participate in the Organic Trade Association's foreign buyer mission to the Natural Products Expo West in Anaheim, California, March 8-10, 2013. As a follow up, the French buyer reports that, as a result of this mission, he has entered into a purchase contract valued at \$180,000 for Asian-style grocery products.

General Information:

FAS Paris nominated one French buyer to participate in the Organic Trade Association's foreign buyer mission to the Natural Products Expo West in Anaheim, California, March 8-10, 2013. As a follow up, the French buyer reports having entered into a contract with a U.S company located in New Jersey with a value of \$180,000 for Asian-style grocery products. Agreements are being written between the two companies for European distribution and the first product being considered is noodles for the foodservice sector. While not an organic product, this sale resulted directly from the visit to the show and agreements on other products are expected.